

Claims

1. A method for setting up a communication link from a first telecommunication device (TA) to a second telecommunication device (TB) via a telecommunication network (NW), comprising the following steps:

Storing of at least one multimedia object (B3, B5) of a telecommunication user (A) in the second telecommunication device (TB), together with a respective reference number;

Specifying an allocation map (LA), having at least one data record, indicating the allocation of a specific call recipient (RE) to a specific reference number (RO) of a multimedia object;

Sending a connection setup request (OC) from the first telecommunication device (TA) allocated to the first telecommunication user (A) to the telecommunication network (NW), which request indicates that a communication link is to be set up from the first telecommunication device (TA) to the second telecommunication device (TB) allocated to a selected call recipient;

Using the allocation map (LA), determining the reference number specified for the selected call recipient;

Transmitting a call signal (IC) to the second telecommunication device (TB), together with display information (AI), as a function of the determined reference number;

The playing of a multimedia object (B3) by the second telecommunication device (TB) whose reference number

corresponds to the display information (AI).

2. The method as claimed in claim 1, wherein the allocation map (LA) is located in the first telecommunication device (TA), with the reference number of a multimedia object for the selected call recipient being transmitted, having been determined in the first telecommunication device (TA), by the first telecommunication device (TA) to the telecommunication network (NW), which then transmits the display information (AI) corresponding to the determined reference number to the second telecommunication device.

3. The method as claimed in claim 1, wherein the allocation map (LA) has been stored in the telecommunication network (NW) so that the step of determining the reference number is performed in the telecommunication network.

4. The method as claimed in one of the claims 1 to 3, wherein the determining step provides, in the event of a call recipient being selected for whom there is no data record in the allocation map, for a reference number of a predefined multimedia object to be fed out.

5. The method as claimed in one of the claims 1 to 4, wherein a plurality of multimedia objects (B1, B2, B3) allocated to the first telecommunication user (A) is furthermore stored in the telecommunication network (NW) together with a respective reference number.

6. The method as claimed in claim 5 furthermore having a step of comparing the display information (AI) transmitted to the second telecommunication device (TB) with a reference number of a multimedia object allocated to the first telecommunication user (A) and stored in the second

telecommunication device, with an update request message (AAN) indicating that the telecommunication network (NW) is to transmit a multimedia object (B2) corresponding to the display information (AI) to the second telecommunication device (TB) being returned to the telecommunication network (NW) if comparing the display information with the reference number produces a negative result.

7. The method as claimed in claim 6, wherein, responding to the update request message (AAN), the telecommunication network (NW) transmits a multimedia object corresponding to the display information to the second telecommunication device (AN).

8. The method as claimed in one of the claims 1 to 7, wherein a multimedia object of the first telecommunication user furthermore has further reference information including a storage entitlement indicator (BR) indicating whether a multimedia object of the first telecommunication user which object has been transmitted to the second telecommunication device (TB) is allowed to be stored there or not.

9. The method as claimed in one of the claims 1 to 8, wherein a multimedia object (MO1, MO2, MO3) has an image (B1, B2, B3) and/or tone information.

10. The method as claimed in one of the claims 1 to 9, wherein the first and/or second telecommunication device (TA, TB) is embodied as a mobile radio device, a mobile telephone, a computer having a radio module, or a wired telephone.

11 The method as claimed in one of the claims 1 to 10, wherein the telecommunication network (NW) is embodied as a public fixed telephone network or as a mobile radio network that is

embodied as operating in particular according to the GSM or UMTS standard.

12. A telecommunication arrangement including a first and a second telecommunication device (TA, TB) as well as a telecommunication network (NW), with the first telecommunication device being embodied for setting up a communication link to the second telecommunication device via the telecommunication network according to a method in keeping with claims 1 to 11.